

To request a Time Extension (TE) or Alternative Diversion Requirement (ADR), please complete and sign this request sheet and return it to your Office of Local Assistance (OLA) representative at the address below, along with any additional information requested by OLA staff. When all documentation has been received, your OLA representative will work with you to prepare for your appearance before the Board. If you have any questions about this process, please call (916) 341-6199 to be connected to your OLA representative.

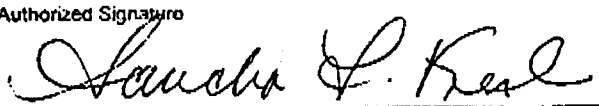
Mail completed documents to:

California Integrated Waste Management Board  
Office of Local Assistance, (MS 25)  
1001 I Street  
PO Box 4025  
Sacramento CA 95812-4025

### General Instructions:

For a Time Extension complete Sections I, II, III-A, IV-A, and V.

For an Alternative Diversion Requirement complete Sections I, II, III-B, IV-B and V.

<b>Section I: Jurisdiction Information and Certification</b> <i>All respondents must complete this section.</i>			
I certify under penalty of perjury that the information in this document is true and correct to the best of my knowledge, and that I am authorized to make this certification on behalf of:			
Jurisdiction Name  City of La Mesa		County  San Diego County	
Authorized Signature 		Title  City Manager	
Type/Print Name of Person Signing  Sandra Kerl	Date		Phone  (619) 667-1105
Person Completing This Form (please print or type)  Tony Winney		Title  Administrative Analyst	
Phone  (619) 667-1191	E-mail Address  twinney@ci.la-mesa.ca.us		Fax  (619) 662-7528
Mailing Address  8130 Allison Avenue	City  La Mesa	State  CA	ZIP Code  91941

**Section II—Cover Sheet**

**This cover sheet is to be completed for each Time Extension (TE) or Alternative Diversion Requirement (ADR) requested.**

**1. Eligibility**

Has your jurisdiction filed its Source Reduction and Recycling Element, Household Hazardous Waste Element, and Nondisposal Facility Element with the Board (must have been filed by July 1, 1998 if you are requesting an ADR)?

☐ No. If no, stop; not eligible for a TE or ADR.

☒ Yes. If yes, then eligible for a TE or ADR.

**2. Specific Request and Length of Request**

Please specify the request desired.

☒ **Time Extension Request**

Specific years requested 2004 and 2005

Is this a second request? ☒ No ☐ Yes Specific years requested.                     

(Note: Requests for an additional extension will need to address why the jurisdiction's efforts to meet the 50% goal by the end of the first extension were not successful.)

☐ **Alternative Diversion Requirement Request (*Not allowed for Regional Agencies*).**

Specific ADR requested                     %, for the years                     .

Is this a second ADR request? ☐ No ☐ Yes Specific ADR requested                     %, for the years                     .

(Note: Requests for an additional ADR will need to address why the jurisdiction's efforts to meet 50% by the end of the first ADR period were not successful.)

**Note:** Extensions may be requested anytime by a jurisdiction, but will only be effective in the years from January 1, 2000 to January 1, 2006. An original request for a TE/ADR may be granted for any period up to three years and subsequent requests for TE/ADR may extend the original request or be based on new circumstances but the total number of years for all requests cannot total more than five years or extend beyond January 1, 2006.

### Section IIIA—TIME EXTENSION

**Within this section, discuss your jurisdiction's progress in implementing diversion programs that were planned to achieve 50%. Provide any additional information that demonstrates "good faith effort." The CIWMB shall determine your jurisdiction's progress in demonstrating "good faith effort" towards complying with AB 939. Note: The answers to each question should be comprehensive and provide specific details regarding the jurisdiction's situation.**

*Attach additional sheets if necessary—please reference each response to the appropriate cell number (e.g., IIIA-1).*

- 1. Why does your jurisdiction need more time to meet the 50% goal? Describe why SRRE selected programs did not achieve 50% diversion. Identify barriers to meeting the 50% goal and briefly indicate how they will be overcome.**

Through an ongoing evaluation of business surveys, site visits and outreach to businesses we have learned of several areas that can be addressed to positively impact our diversion rate. The City believes that an aggressive "recharging" and "relaunching" of its existing SRRE programs along with the introduction of additional efforts presented in this time extension will result in the City's achievement of a 50% diversion rate.

Barriers to the City reaching the 50% diversion goal include obstacles in implementing and expanding the City's commercial on-site collection program, multi-family recycling program, construction and demolition (C&D) diversion, and accurate disposal allocation at the transfer station located within the City. Many of the businesses are reluctant to initiate recycling services, or they do not think it is in their economic best interests to initiate recycling programs. The City will provide additional outreach and information to businesses not participating in recycling programs to encourage them to participate and to show businesses the economic benefits that they can receive through participation in recycling programs. In addition to direct contact the City will conduct focused outreach will be conducted through newsletters and the City will explore direct mailing brochures in English and Spanish to businesses that the City thinks will benefit most through initiating recycling services or expanding current services and the for those businesses that are not concerned with the economic impacts of initiating recycling, the City will consider using the City's mandatory recycling ordinance as a tool to persuade multi-family residences and commercial businesses to implement recycling services. The City's curbside recycling program has been in place since 1991. Initially implemented as a source separated program, the program was converted to single-stream collection in 2001. Tonnage collected in 2003 was 4,814.38 tons. The franchised hauler collected a monthly average of 270.57 tons January – October 2001 prior to introduction of single stream recycling. During the same period of 2002 after single stream had been implemented the hauler collected a monthly average of 316.9 tons. Although the single stream program has worked well with our residential base, the City and its franchised hauler have not embarked on a widespread campaign to inform multi-family housing owners of the expanded types of products that can now be recycled at their complexes. Originally implemented as beverage containers and newspaper in 50/50 "split bins", the multi-family program was also evolved into single stream collection. The City would like to conduct more aggressive outreach to multi-family units regarding the variety of mixed paper and cardboard materials that are accepted. This outreach would consist of direct contact from the hauler and from the City to multi-family complex owners and property managers to alert them to the economic benefits of recycling. This outreach will also be conducted via EDCO's *Environmental Times* newsletter, the La Mesa *FOCUS* newsletter, and through both organizations' websites.

The space limitations that exist at many of our multi-family units also pose a unique challenge to encouraging owners and complex managers to find space for needed recycling bins or carts. The City implemented a mandatory recycling ordinance in 1992 but has preferred to educate owners and managers of multi-family units about the financial benefits of recycling rather than pursuing enforcement. The City will explore more aggressive enforcement of our mandatory recycling ordinance in an effort to gain greater acceptance of recycling at our multi-family residences. For those multi-family and commercial businesses that can benefit most from recycling on their premises, we plan to use our mandatory recycling ordinance as a tool to persuade those customers to allocate space for recycling services. The City of La Mesa is mostly built out yet has recently experienced an increased amount of redevelopment as a result of ever-rising real estate prices in the region. As a result, many cities and the County of San Diego have begun to work together to formulate a plan to track and divert this significant part of the waste stream. It has become apparent that the influx of construction and demolition waste from such redevelopment projects must be diverted at a higher rate than in the past. In an effort to do so, La Mesa will consider a C&D ordinance or policy to track and divert C&D materials from the landfills.

After implementation of a C&D ordinance or policy, the City would also integrate the new tracking requirements into the planning and building process for all new construction and redevelopment projects that meet the mandatory square footage requirements stipulated under the ordinance. This process would also include the creation and distribution of public education materials to help educate the building industry and residents of the new reporting and diversion requirements.

The City of La Mesa continues to have concerns about the reported origin of self-hauled waste and waste hauled by other than our franchised hauler, EDCO. This concern has been reported in all past annual reports to the Board, and we continue to have the same concerns. This is due to the fact that La Mesa borders the unincorporated County of San Diego to the East and Southeast, and the two areas share the same zip code, 91941. Residents living in that area of the County, referred to as "La Mesa County," share community identity with the incorporated citizens and often take advantage of the many services provided by the City of La Mesa. These individuals consider themselves La Mesans.

Since only verbal identification of the origin of waste from commercial drivers and self-haulers is required by the local landfill operator, it is very likely that waste which should rightfully be allocated to "San Diego-Unincorporated" is actually being reported as "La Mesa" (the city). We believe self-haulers that visit the EDCO transfer station located in La Mesa may be: 1) incorrectly stating where the waste was generated due to a belief that they will receive a lower disposal rate or, 2) they are using their home or business address in La Mesa when reporting at the weigh station rather than the address of the location where the waste was actually generated. The City, in conjunction with EDCO is currently conducting a review and study of the impacts of misreporting on the city's diversion rate. Additionally, EDCO recently installed signage at the La Mesa transfer station informing customers that they will not receive a discounted rate if their waste originated in La Mesa. The signage is similar in design to signage at other local area transfer stations. EDCO will be installing signage in Spanish in addition to the existing English sign. The City will conduct additional outreach to self-haul customers by distributing flyers in English and Spanish at the transfer station to self-haul customers reiterating the importance of proper reporting of the origin of incoming waste. The City also plans to explore the use of economic incentives to promote commercial and C&D recycling after outreach and public education efforts are well underway.

**2. Why does your jurisdiction need the amount of time requested? Describe any relevant circumstances in the jurisdiction that contribute to the need for a Time Extension.**

The City is requesting an extension of time to December 31, 2005. The City believes that this extension will allow it to oversee the "recharging" of existing SRRE programs, as well as allow for time to finalize and introduce a region-wide ordinance for construction and demolition materials. The additional time extension will allow a reasonable amount of time for the City to introduce its C&D ordinance or policy in conjunction with a cooperative, region-wide effort to pass C&D ordinances. It is our goal to have the recharge effort, as well as the C&D ordinance or policy in place by July 1, 2005, allowing a six-month evaluation period to determine if the City is achieving the 50% diversion requirement.

**3. Describe your jurisdiction's Good Faith Efforts to implement the programs in its SRRE.**

In conjunction with our Franchised Hauler, the City has implemented all of the originally listed SRRE programs with the exception of a composting facility. That program was dropped in favor of an alternative program using greenwaste for alternative daily cover. In addition to implementing programs listed in the City's SRRE the City has implemented several additional programs not listed in the City's SRRE to meet the City's waste diversion needs and the City has expanded or improved several SRRE selected programs to make the programs more effective or divert additional materials. Some examples of improvements to SRRE selected programs include the expansion of the residential curbside program to multi-family units and the improvement of the program from a source separated program to a single stream automated commingled program, which resulted in a 6.3% increase in diversion in the first 12 months of the program. The City has expanded their education and outreach program to increase the participation in the City's commercial on-site collection program and the City's hauler takes extra steps at the transfer station, located in the City, to pull C&D material and other large recyclable items from the waste that comes into the transfer station.

**4. Provide any additional relevant information that supports the request.**

No additional information to be provided.

### **Section IIIB—ALTERNATIVE DIVERSION REQUIREMENT**

**Within this section, discuss your jurisdiction's progress in implementing diversion programs that were planned to achieve 50%. Provide any additional information that demonstrates "good faith effort." The CIWMB shall determine your jurisdiction's efforts in demonstrating "good faith effort" towards complying with AB 939. Note: The answers to each question should be comprehensive and provide specific details regarding the jurisdiction's situation.**

*Attach additional sheets if necessary—please reference each response to the appropriate cell number (e.g., IIIB-1.).*

**1. Why does your jurisdiction need and Alternative Diversion Requirement? Describe why SRRE selected programs did not achieve 50% diversion. Identify barriers to meeting the 50% goal and briefly indicate how they will be overcome.**

**2. Why is your jurisdiction requesting an Alternative Diversion Requirement in lieu of a Time Extension?**

**3. Describe your jurisdiction's Good Faith Efforts to implement the programs in its SRRE.**

**4. Describe any relevant circumstances in the jurisdiction that contribute to the need for an ADR. Provide any relevant information that supports the request.**

## Section IV A—PLAN OF CORRECTION

**A Plan of Correction is required by PRC Section 41820(a)(6)(B). The plan is fundamentally a description of the actions the jurisdiction will take to meet the 50% goal by the expiration of the Time Extension.**

*Attach additional sheets if necessary.*

Residential %		40%	Non-residential %		60%
PROGRAM TYPE Please use the Board's Program Types. The Program Glossary is online at: <a href="http://www.ciwmb.ca.gov/LGCentral/PARIS/Codes/Reduce.htm">www.ciwmb.ca.gov/LGCentral/PARIS/Codes/Reduce.htm</a>	NEW or EXPAND	DESCRIPTION OF PROGRAM	FUNDING SOURCE	DATE FULLY COMPLETED	ESTIMATED PERCENT DIVERSION
2000-RC-CRB (Curbside & Multi-Family)	Expand	The City will expand multi-family curbside collection to the majority of the multi-family complexes within the City with a special focus on implementing recycling at the largest complexes. The City will use more aggressive enforcement of the City's mandatory recycling ordinance and outreach and education efforts to expand the recycling to new facilities and to make the recycling more effective at all multi-family complexes.	Trash Rate	7/1/05	2%
2030-RC-OSP (Commercial On-Site)	Expand	The City will expand commercial recycling to businesses that are currently not participating in recycling programs by conducting outreach and education. Expand efforts via public education to equate commercial recycling with methods of financial savings. Create direct mailing pieces to conduct public outreach and enhance current outreach via newsletters and web sites. Continue to work with business owners to analyze waste stream and recycling needs. EDCO will update the City monthly as to the progress they have made in establishing recycling services for additional commercial accounts and where additional outreach needs to take place.	Trash Rate	7/1/05	2%
4060-SP-CAR (Concrete, Asphalt, Rubble)	Expand	The City will increase C&D recycling for new construction projects or larger remodel projects by implementing a construction and demolition policy or ordinance. After the ordinance or policy has been adopted by our City Council, the City will provide contractors and builders with brochures listing locations where they can recycle the construction and demolition materials. City staff in our Building and Planning divisions will be trained to walk contractors and builders through the process in order to gain a greater degree of compliance. Once trained, City staff will be also be able to monitor implementation on job sites and to serve as a resource if questions arise.	Permit processing cost recovery Fee	7/1/05	3%
7020-FR-TST (Transfer Station)	Expand	Identify misallocated waste and work with the transfer station operator, EDCO, to educate businesses and residents that use the transfer station on the importance of proper disposal reporting. Conduct public education of commercial hauler and self-haulers to avoid misrepresentation of origin of waste. EDCO will also continue to conduct training staff at the transfer station to insure they are asking the right questions about the origin of self-haul materials.	Trash Rate	7/1/05	5%

		Total Estimated Diversion Percent From New and/or Expanded Programs			12%
		Current Diversion Rate Percent From Latest Annual Report			38%
		Total Planned Diversion Percent Estimated			50%
PROGRAMS SUPPORTING DIVERSION ACTIVITIES					
PROGRAM TYPE	NEW or EXPANDED	DESCRIPTION OF PROGRAM			DATE FULLY COMPLETED
Public Education	Expand	The City will expand its education program to target commercial and multi-family recycling, contractors and builders generating construction and demolition waste, and commercial self-haulers. The City will entail creating printed brochures that will be targeted at multi-family and commercial recycling. The City will continue to work with contractors and builders to achieve a higher diversion rate for construction and demolition materials by providing them with updated information in brochure format detailing the location of facilities that recycle construction and demoltion materials. The City will hand out flyers at EDCO Station informing self-haulers that it is important to correctly report the origin of self-hauled materials. The City will also continue to partner with EDCO to conduct presentations and one-on-one consultations with businesses and multi-family residences to help better meet their recycling needs.			On-going
Outreach/ Increased Enforcement	Expand	The City will target those multi-family units and commercial properties that can benefit most from recycling services. The City's mandatory recycling ordiance will be used as a tool to help persuade multi-family residences and commercial businesses to find space on their properties to allocate to recycling services. For those mult-family residences and/or commerical businesses where space allocation is an issue the City will aggressively work with owners/managers to place at least recycling carts rather than dumpster bins. For contractors and builders generating construction and demolition materials, the City will train its staff to properly enforce the C&D policy or ordinance that is adopted. Staff will also be trained to look for violations of the policy or ordinance in the field.			On-going
Ordinance or Policy	Expand	The City will introduce a construction and demolition policy or ordinance to our City Council for approval. This ordinance will follow the format developed by the regional Technical Advisory Board and will be phased-in to ensure that contractors and builders have sufficient knowledge of the process in order to efficiently implement the policy or ordinance. We will work with our Building and Planning divisions to ensure that they are also knowledgeable about implementing the policy or ordinance when permits are issued and inspections are conducted on the job site.			Ordinance or Policy introduced in February or March 2005. Implementation and evaluation on-going.
Economic Incentives	Expand	The City also plans to explore the use of economic incentives to promote commercial and C&D recycling after outreach and public education efforts are well underway.			On-going

## Section IV B—GOAL ACHIEVEMENT

**Goal Achievement describes the activities the jurisdiction will use to achieve the ADR.**  
*Attach additional sheets if necessary..*

Residential %		Non-residential %			
PROGRAM TYPE	NEW or EXPAND	DESCRIPTION OF PROGRAM	FUNDING SOURCE	DATE FULLY COMPLETED	ESTIMATED PERCENT DIVERSION
Please use the Board's Program Types. The Program Glossary is online at: <a href="http://www.ciwmb.ca.gov/LG/Central/PARIS/Codes/Reduce.htm">www.ciwmb.ca.gov/LG/Central/PARIS/Codes/Reduce.htm</a>					
		Total Estimated Diversion Percent From New and/or Expanded Programs			
		Current Diversion Rate Percent From Latest Annual Report			
		Total Planned Diversion Percent Estimated			

## PROGRAMS SUPPORTING DIVERSION ACTIVITIES

PROGRAM TYPE	NEW or EXPAND	DESCRIPTION OF PROGRAM	DATE FULLY COMPLETED



## **Section V – PARIS**

**Office of Local Assistance staff will be reviewing your Jurisdiction's Planning Annual Report Information System (PARIS) database printout as part of the evaluation of your request. Should the Jurisdiction have updates or revisions to the program implementation from the latest Annual Report submitted to the Board, please attach to the application the Jurisdiction's PARIS database printout showing updates or revisions.**

*Contact your Office of Local Assistance Representative at (916) 341-6199 for a copy of PARIS, or go to the Board's website at [www.ciwmb.ca.gov/LGCentral/PARIS/](http://www.ciwmb.ca.gov/LGCentral/PARIS/).*